

The logo for Roundy's, featuring the word "ROUNDY'S" in a serif font with a small leaf icon above the 'Y'.

### **Roundy's to Offer Locally Grown Produce, Providing Customers with Information on Where and How the Produce Came to Life**

MILWAUKEE—Aug. 6, 2013—Roundy's, Inc. (Roundy's) (NYSE: RNDY), a leading grocer in the Midwest, today announced a joint venture with the Wisconsin Food Hub Cooperative (WFHC), a member of the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) Something Special *from* Wisconsin™ program (SSfW™), in an effort to provide communities with locally grown produce in its Wisconsin market grocery stores. Beginning this Wednesday, Aug. 7, all Copps, Pick 'n Save and Metro Market stores will offer new produce from WFHC.

Through this venture Roundy's will be able to offer its customers locally grown produce, including fruits and vegetables, all harvested within Wisconsin. Roundy's will post pictures of the local farmers, information on each farm, its location and history in three places -- on the web, within stores and in print ads -- so customers can get a real feel for their produce's roots.

"Roundy's believes in supporting local farmers, and offering customers the best in Wisconsin-grown produce, while also supporting our local state economy," said Steve Jarzombek, vice president of produce at Roundy's. "We are excited about these partnerships that will make purchasing locally grown produce easy for our customers."

WFHC enhances this partnership by giving local small family farms the opportunity to sell their produce to large retailers, like Roundy's, due to WFHC's ability to transport the crops to different locations around the state. The arrangement also helps money flow back into Wisconsin's own economy, rather than importing produce from other parts of the country. The Roundy's partnership represents WFHC's first ever with a grocer.

"Wisconsin has a strong history and future in farming, and building supportive relationships between farmers and produce buyers is essential," said Tara Turner, WFHC farmer-member and board president. "Roundy's commitment, and the assistance from the Something Special *from* Wisconsin™ program, is an important part of bringing local

food to the community."

The Roundy's commitment illustrates the importance of customer demand for locally grown produce in grocery stores around Wisconsin, and a desire to know where and how the food they consume became available in each store.

"When you identify locally grown and produced products, you make it easier for your customer to buy Wisconsin products and support the local economy," said Lois Federman, director of DATCP's SSfW™. "Roundy's is responding to customer demand by selling and serving Wisconsin products, which will only grow as people continue to look to consume healthier, fresher products."

### **About Roundy's**

Roundy's is a leading grocer in the Midwest with nearly \$4.0 billion in sales and more than 20,000 employees. Founded in Milwaukee in 1872, Roundy's operates 161 retail grocery stores and 100 pharmacies under the Pick 'n Save, Rainbow, Copps, Metro Market and Mariano's retail banners in Wisconsin, Minnesota and Illinois. Roundy's is committed to helping the communities its stores serve through the Roundy's Foundation. Chartered in 2003, the Roundy's Foundation mission is to support organizations working to relieve hunger and helping families in crisis due to domestic abuse, neglect and other at-risk situations.

### **About Wisconsin Food Hub Cooperative**

The Wisconsin Food Hub Cooperative (WFHC) is a farmer-led cooperative owned by the producers and the Wisconsin Farmers Union. The WFHC, founded in 2012, is dedicated to securing strong markets for its producer-members. The hub makes it easy for the retail, institutional, and foodservice sectors to buy locally. The WFHC helps local farmers by providing them with the opportunity, through aggregation and distribution, to access wholesale markets they could not access easily before.

### **About Wisconsin Department of Agriculture, Trade and Consumer Protection's Something Special *from* Wisconsin™**

Something Special *from* Wisconsin™ is a trademarked program administered by the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade and Consumer Protection since 1983. Every dollar spent on SSfW™ products and services supports local farmers, food processors, entrepreneurs, our communities and livelihood, as well as the Wisconsin way of life. It is not only an investment in the state's economy but in its future.

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